

A group of people, including a man with glasses and a hat, and two women, are gathered around a table. They are all smiling and looking at a smartphone held by the man in the center. There is a glass and a bottle on the table. The background is slightly blurred, suggesting an indoor setting like a cafe or restaurant.

# Food waste: The power of the consumer

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# Agenda

- 1 Who we are
- 2 Sustainability trends and food waste
- 3 Frameworks you can apply today
- 4 Conclusions

**About us:** Every day we help food and beverage companies to innovate, access new markets and realise global opportunities

## INNOVATE

Qualifying and enabling new products or technologies

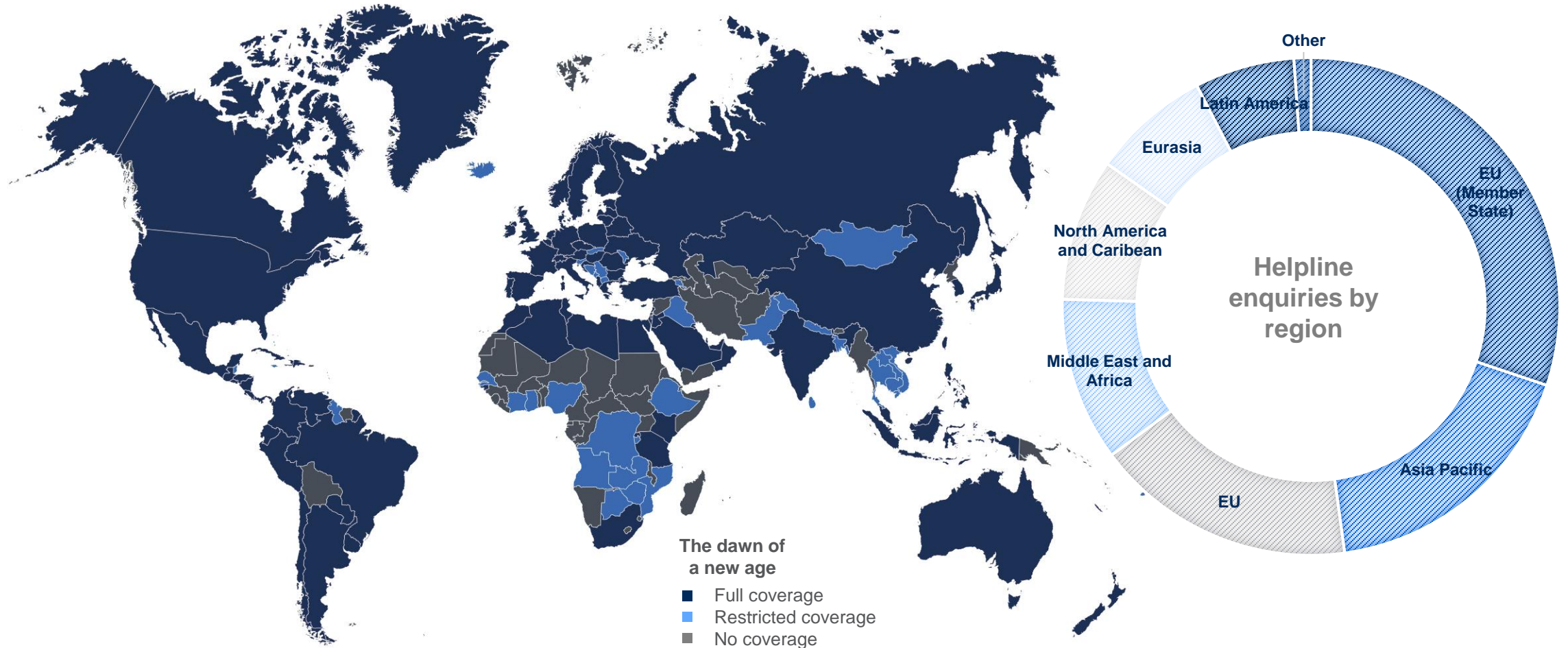
## ACCESS NEW MARKETS

Supporting entry to new categories or territories

## REALISE GLOBAL OPPORTUNITIES

Aligning global activity to deliver greater efficiency and agility

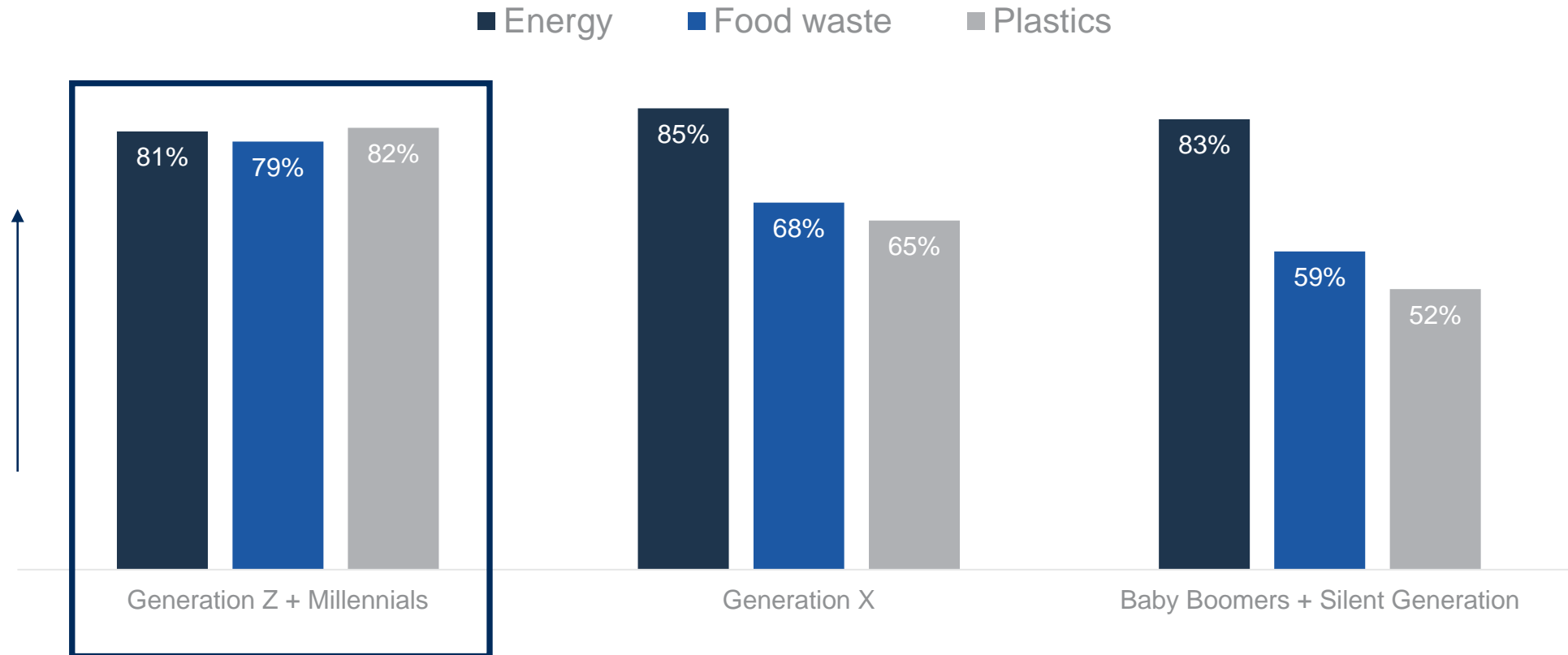
**Our member enquiries:** 4,000+ member enquiries answered each year by our specialist scientists and advisors: food safety, regulatory, consumer and sensory science



What if we put the consumer at the heart of Technical?

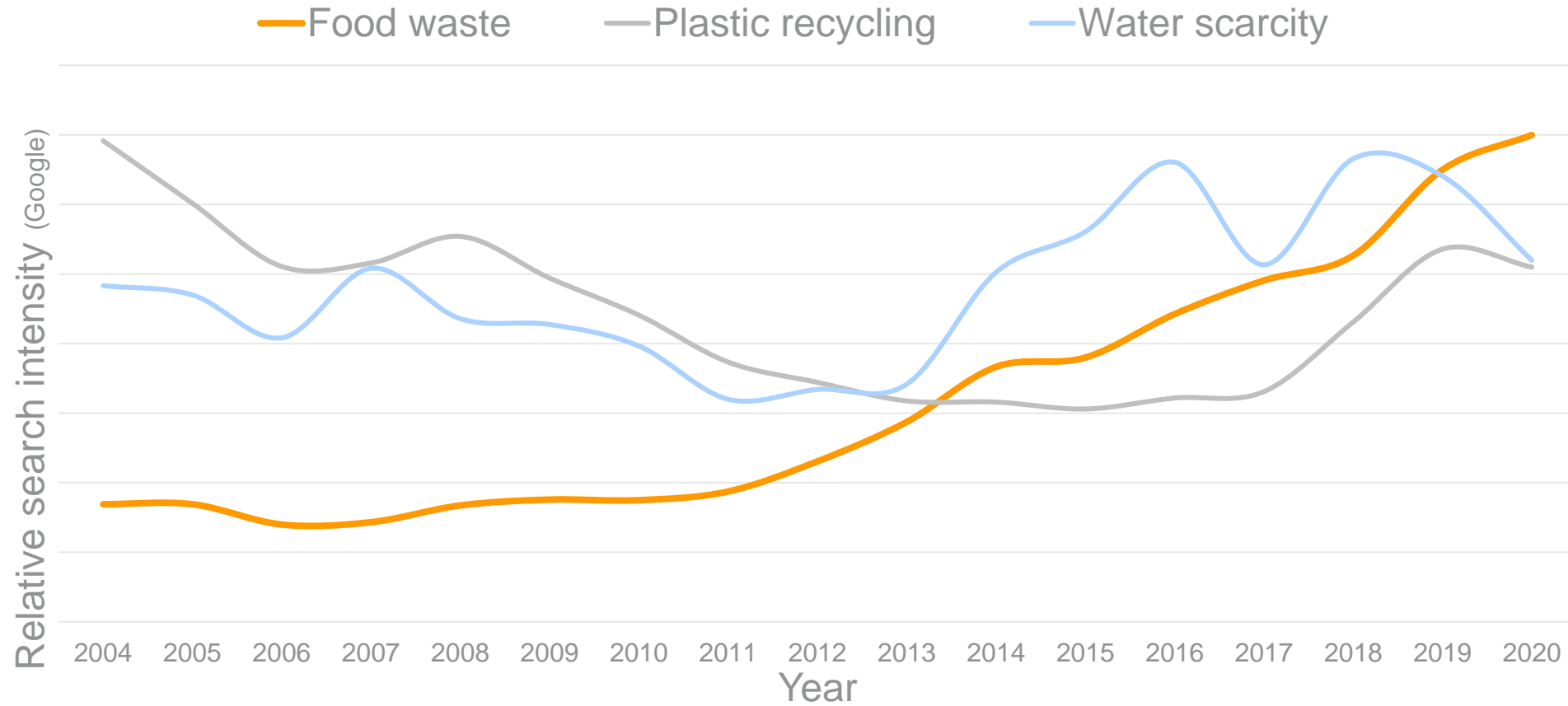


# Sustainability: a dynamic concept

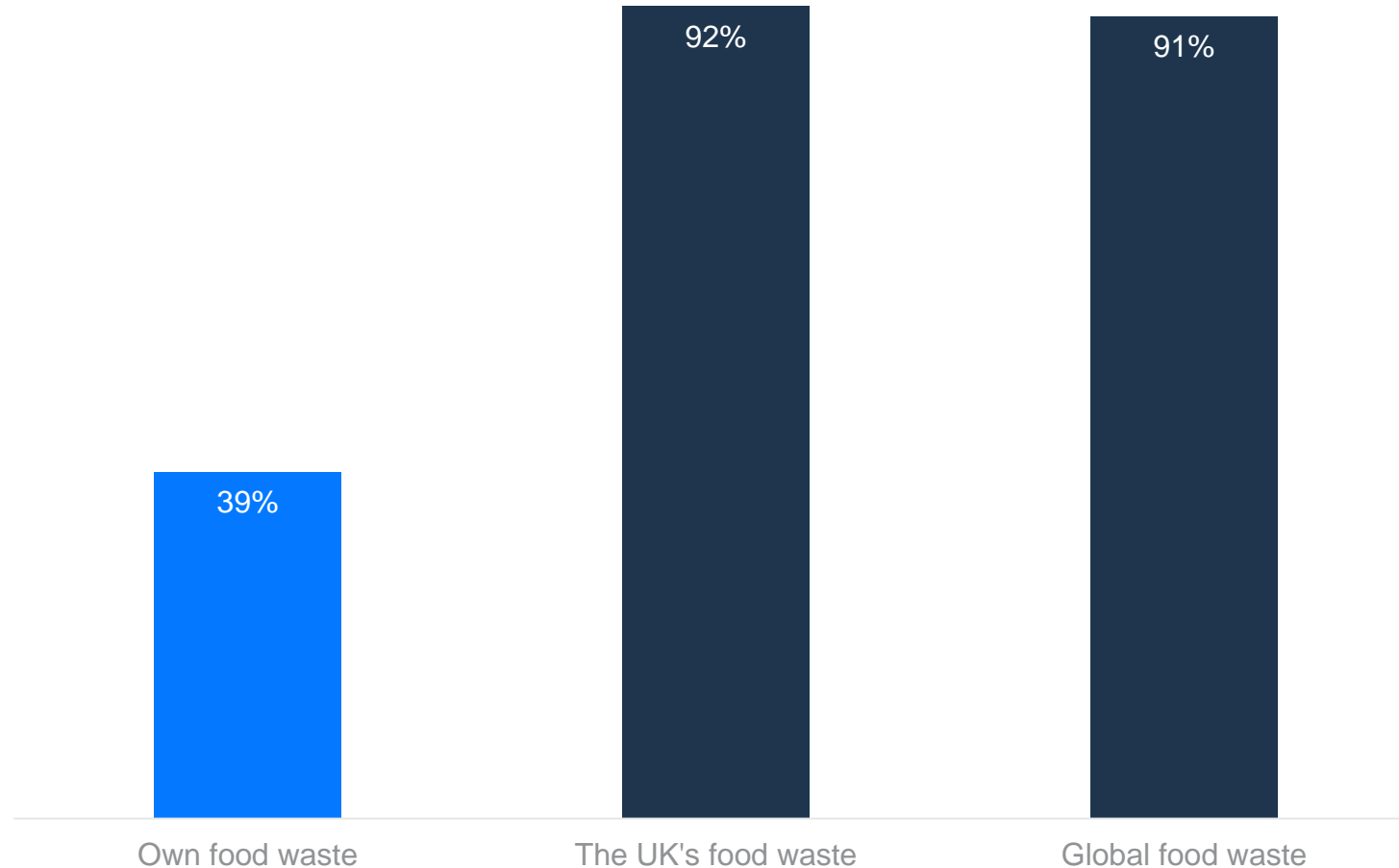


Q: Which of the following (multiple choice) do you associate with the word 'sustainability'?

# Food waste: the next 'plastic'?



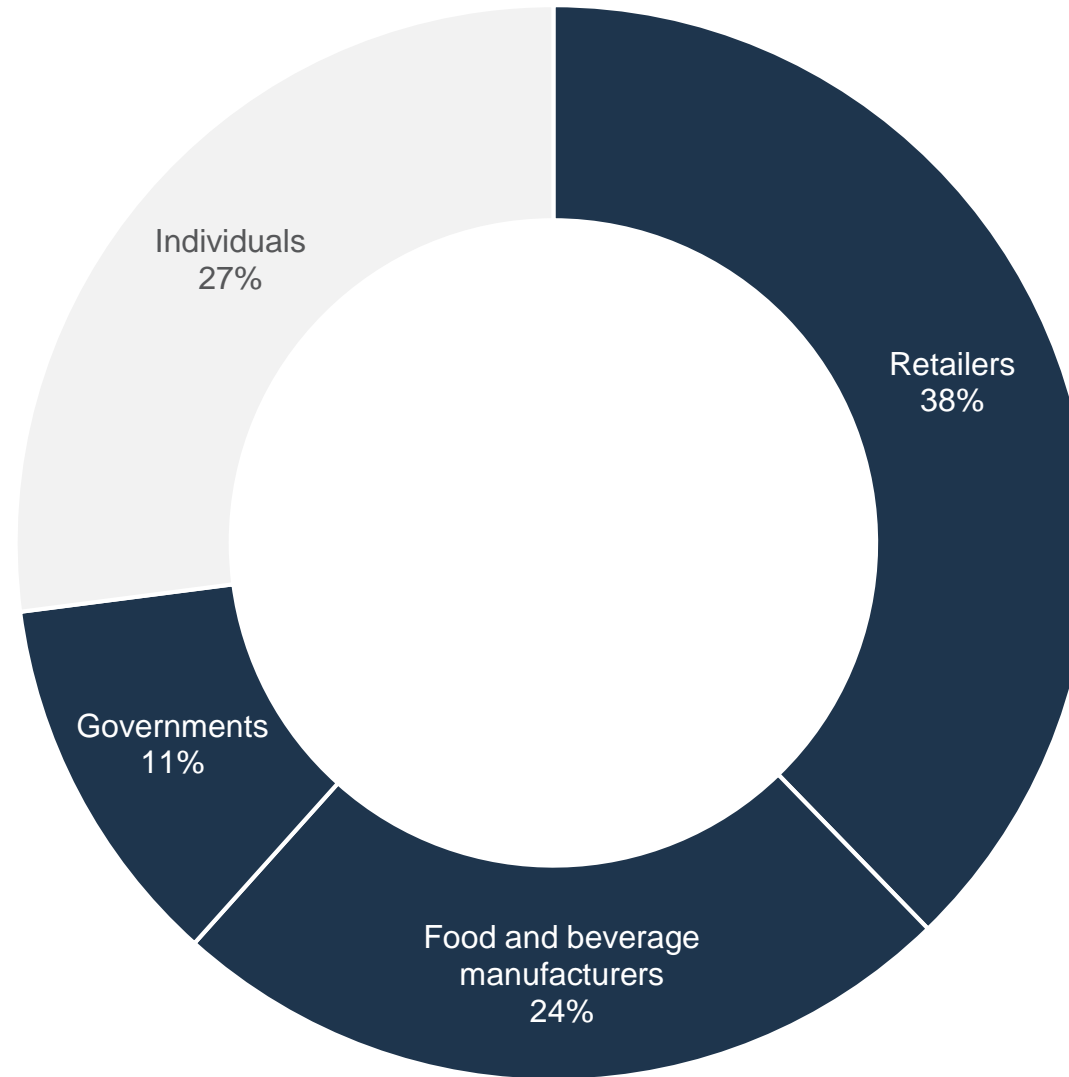
# A disconnect between the individual and the collective impact



Q: How concerned are you about the amount of food waste which you, the UK, and the globe are creating?

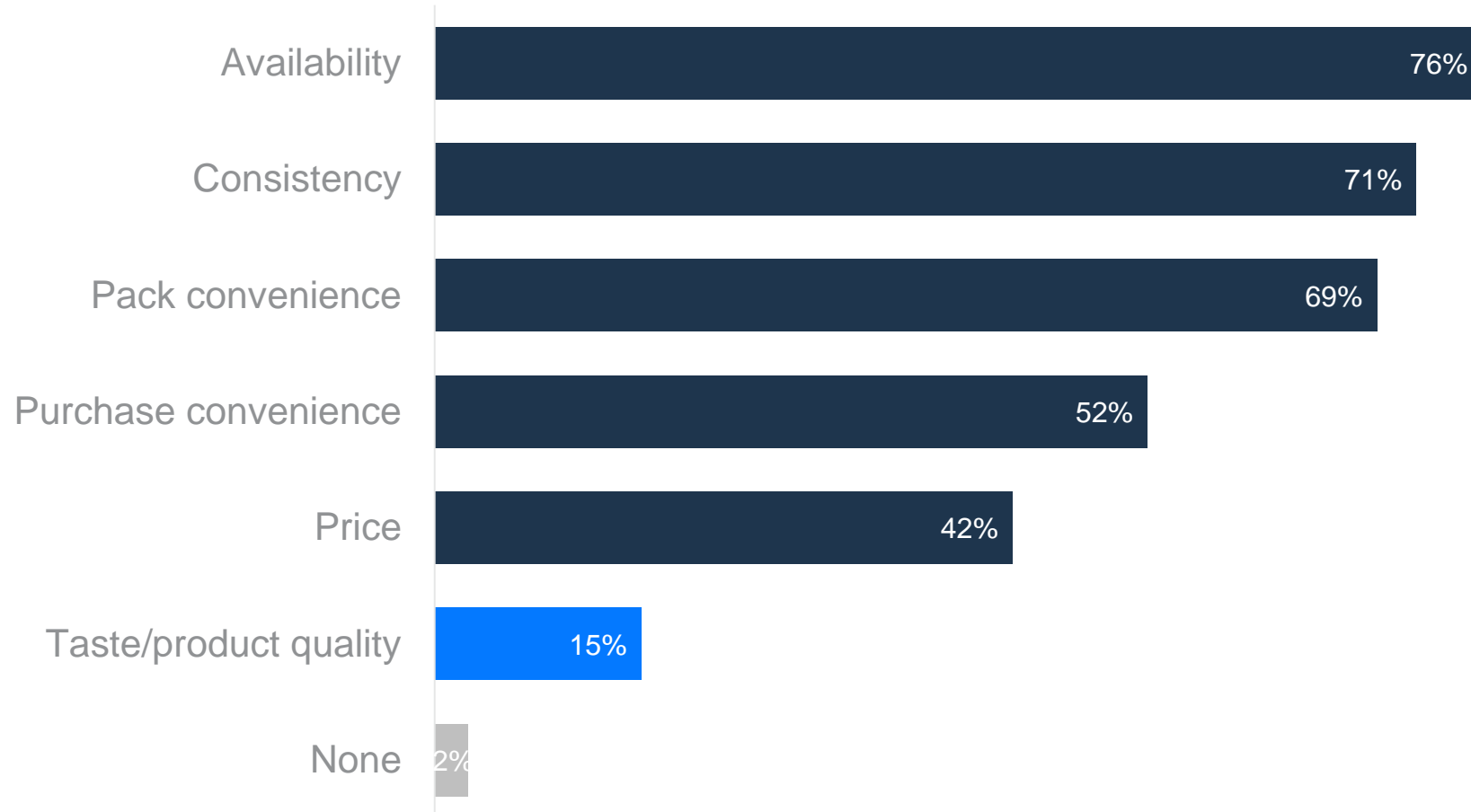


# It's your problem



Q: Who's responsibility is it to address food waste?  
(Gen Z and Millennials)

# I'll help you to help us



Q: What would you be willing to compromise to help reduce food waste?

# Realising these opportunities...



Science

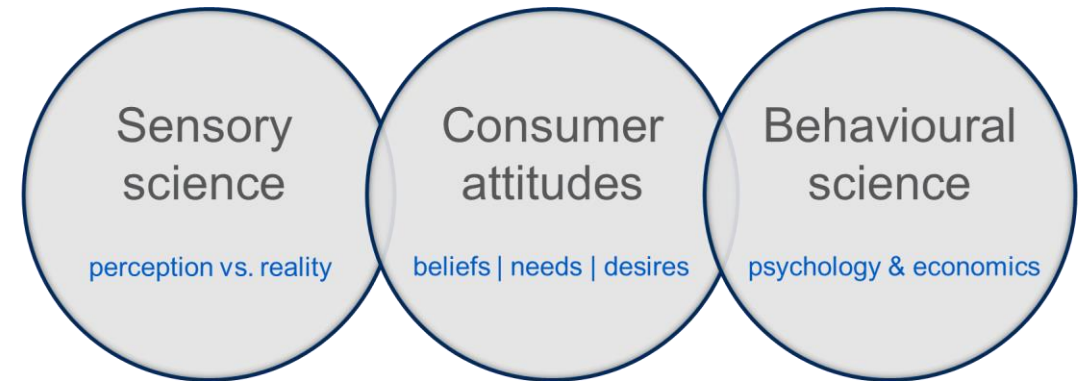
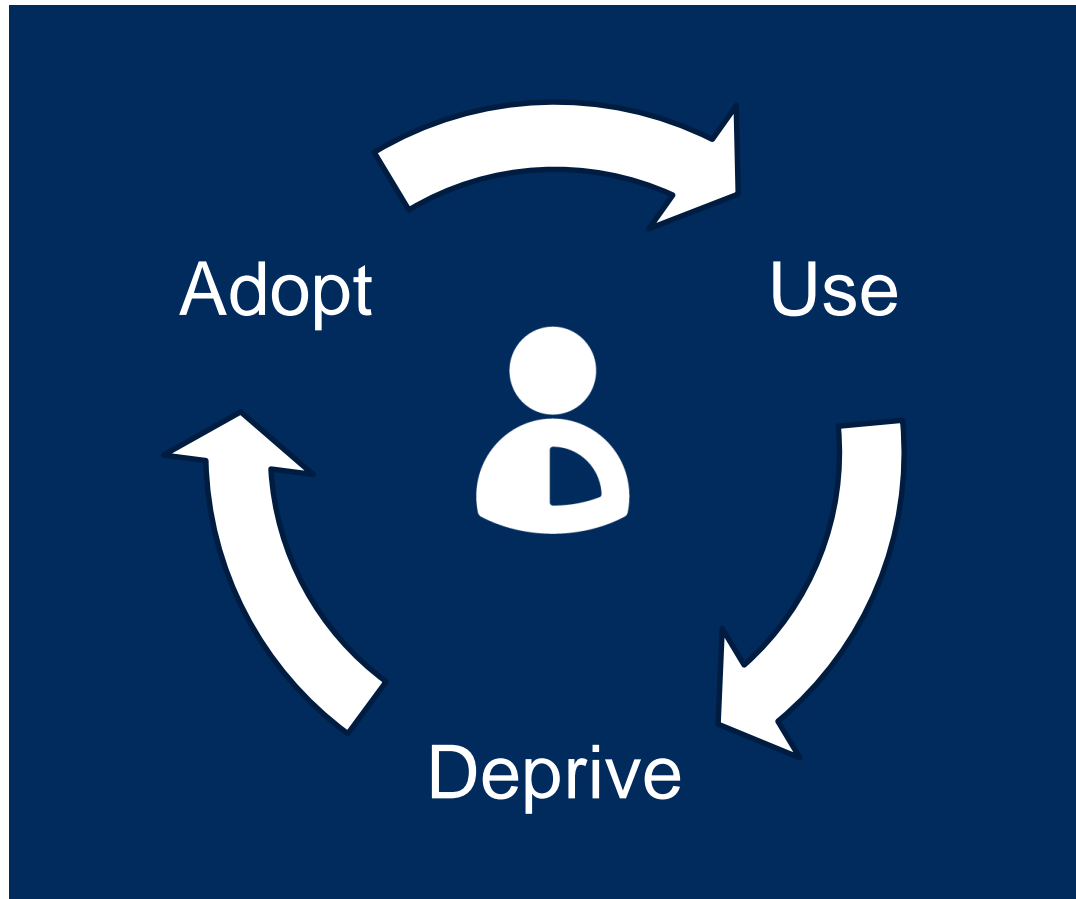


Regulatory



Consumer

# A framework to challenge convention



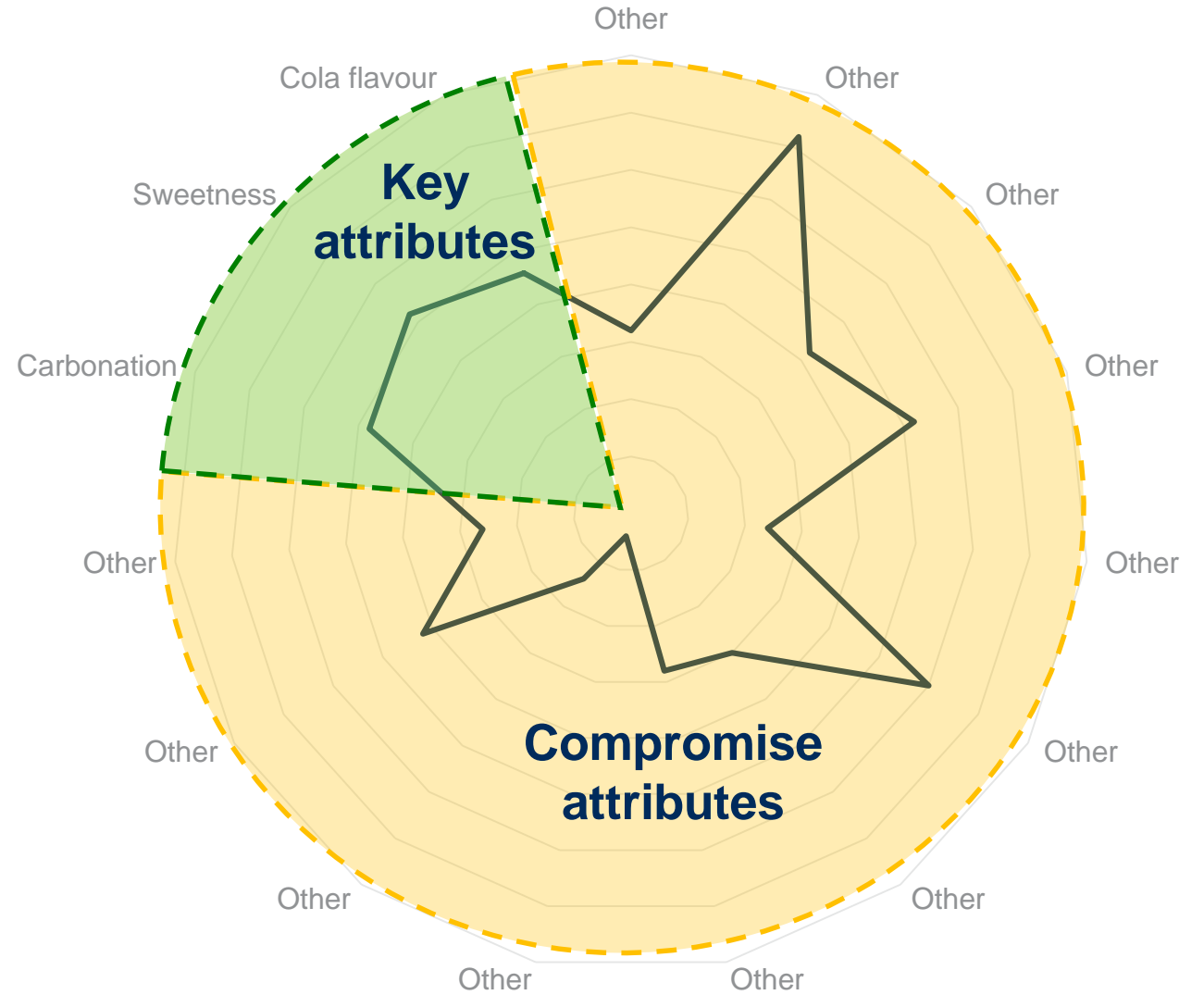
# Adopt

- Clear proposition
- Aligned to customer's primers to react



# Use

- Leverage consumer science to define areas of freedom
- Understand relationship between technical flexibility and product attributes



# Deprive

- Indicators of efficacy after use
- Continued engagement and impact measurement



# Conclusions

- The future is about frameworks, processes and models that promote the agility needed to stay close to the consumer
- There is huge opportunity for those willing to break with convention: fiscal and ESG
- It is up to you to realise these
- No new capabilities are needed...just permission to try





# Questions

# leatherhead food research

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